Instagram Stories

Instagram Stories have become increasingly popular over the years, and for good reason. They provide brands a creative outlet to interact with their followers and fans, with endless possibilities for customization.

Did you know that businesses on Instagram get up to 37% of their total impressions from Instagram Stories?

There are plenty of ways to take advantage of the feature, so be sure to test out some different methods.

We'll highlight some of the top ways brands are using Stories to drive traffic and increase ROI.

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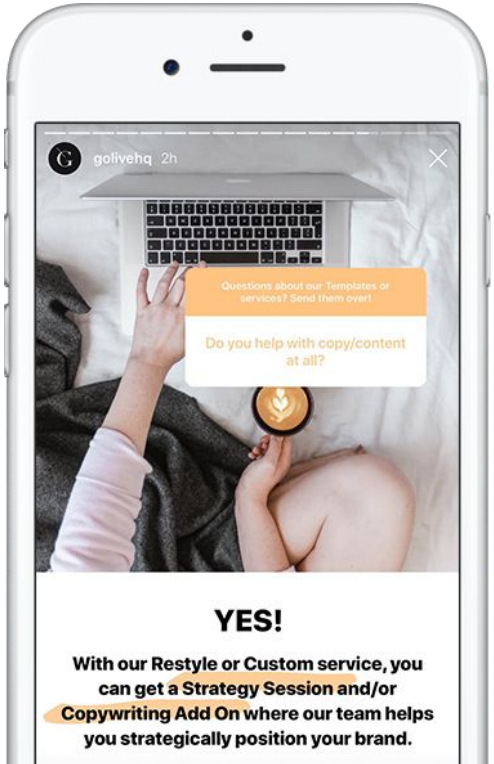
Use Polls and Ask Questions

Both the poll and question stickers offer great opportunity for follower interaction and engagement.

Get product feedback or opinions from customers, or have a fun Q&A session that makes your followers feel involved with your brand.

This type of authentic engagement is HUGE right now, and will create a sense of community among your brand 👌


golivehq 2h
Questions about our Templates or services? Send them over!
Do you help with copy/content at all?
YES!
With our Restyle or Custom service, you can get a Strategy Session and/or Copywriting Add On where our team helps you strategically position your brand.

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Create How-Tos and Guides

Show your followers a step-by-step guide or tutorial. This interactive type of slideshow will engage users and provide them value.

@Etsy shares DIY projects that are simple enough for their followers to replicate!

Encourage users to share with their audience, and soon enough your Story is in tons of people's DM's!

Make:
DIY Matchstick Cookies
Ingredients:
Flour
Egg
Butter
Sea salt
Sugar
Vanilla extract
Candy melts
(Swipe up for details on making the dough)
Once dough is made, rolled, and refrigerated, trim the edges and cut into matchstick-size pieces
Bake at 400 degrees F for 5-7 minutes
When the bottoms are lightly golden, the cookies are done!
Melt your red candy melts
Decorate a matchstick box
Then fill with cookies and give as a gift to your perfect match.
Swipe up
to see the full tutorial on the Etsy blog

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Share User-Generated Content

Repost users who tag your brand in their story, or encourage your followers to use a branded hashtag for the chance to be featured!

This will provide you with some great user-generated content to use, and also make your followers feel like they are involved with your brand.

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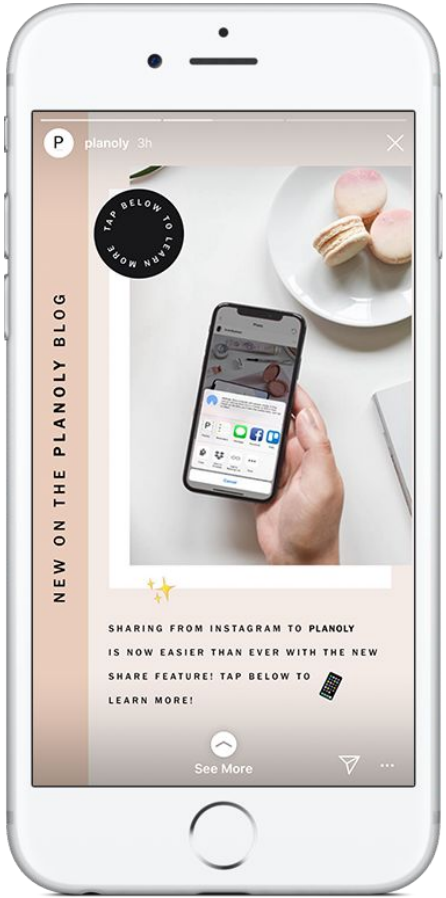
Use Swipe-Up Feature

If you have over 10K followers, then you have access to use the swipe-up feature in your Stories, which is a hugely successful way to drive traffic to an external link.

Use the feature to link to a new blog post, or directly to a product that you're pushing. You can even throw in a special discount code to give people more of an incentive to swipe 🐝 🐝


planoly 3h
TAP BELOW TO LEARN MORE
NEW ON THE PLANOLY BLOG
SHARING FROM INSTAGRAM TO PLANOLY IS NOW EASIER THAN EVER WITH THE NEW SHARE FEATURE! TAP BELOW TO LEARN MORE!
See More

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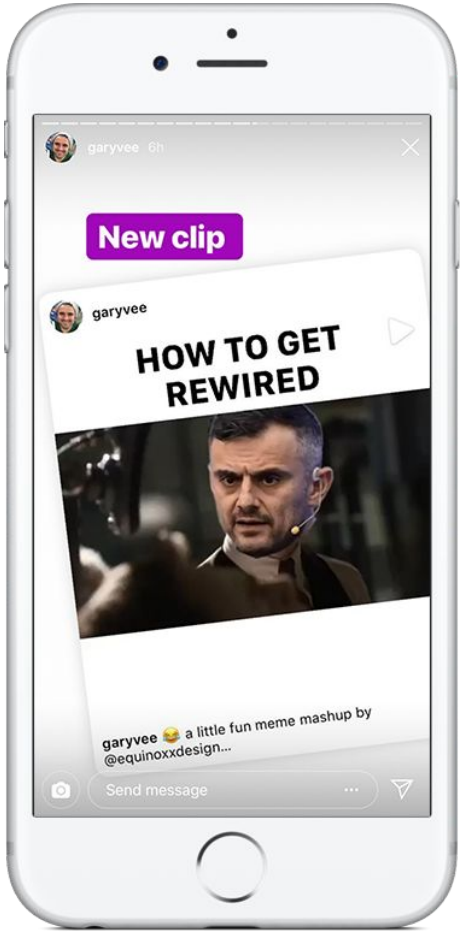
Repost Feature

Instagram allows you to repost content in your feed directly to your Story. This can be useful in a number of different ways!

One creative way to use the feature is to repost your **own** posts - like @garyvee does (he is a MUST FOLLOW on Instagram for learning IG marketing ideas!)

So if someone is watching your story, but missed your most recent post, this gives them the opportunity to go back and look.

You can also use this feature for fun, to share other brands' and influencers' posts that inspire you.



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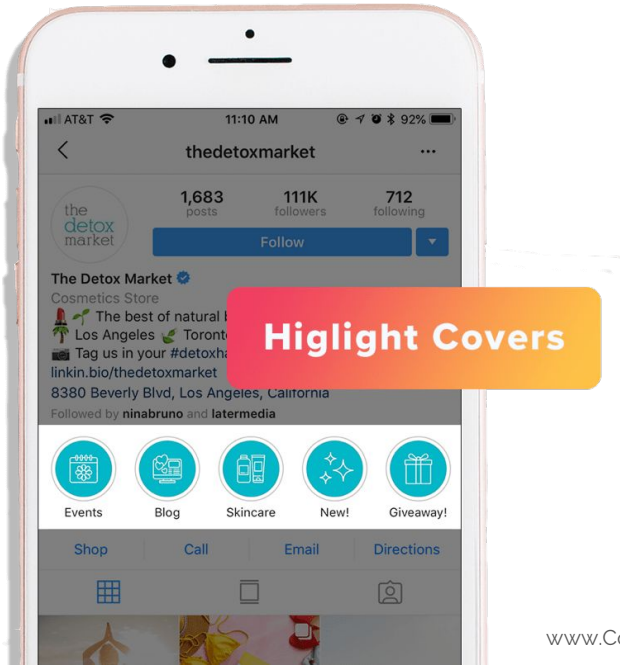
Use Story Highlights Feature

Lastly, one of the most effective uses for Instagram Stories is the Highlights feature.

For Stories that you want to keep on your page for longer than 24 hours, be sure to add them to your highlights. That way anyone who visits your page will be able to see your best stories showcased in your bio section.

You can get creative with a number of different categories of highlights: FAQ's, Meet the Team, New Products, Behind-the-Scenes … the possibilities are endless!



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